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## **SHEKNOWS SETS STAGE FOR *DESIGN STAR* REMATCH**

**Former *Design Star* contestants go head-to-head on *HomeStretch*, an original SheKnows TV home makeover challenge video series**

**SCOTTSDALE, AZ – May 12, 2011** – SheKnows ([www.sheknows.com](http://www.sheknows.com)), one of the fastest growing online content and community global destinations for women, announced today two former contestants of HGTV *Design Star*, Tracee Dore and Trish Beaudet, will get another chance to go head-to-head on SheKnows TV's home makeover show *HomeStretch* ([www.sheknows.com/sheknowstv/homestretch](http://www.sheknows.com/sheknowstv/homestretch)). The online series features two families from Palm Springs, California who swap homes and team up with two design experts to complete a media room renovation in just two days with a budget of \$3,000.

Tracee Dore and Trish Beaudet are no strangers to reality TV competition. Both entrepreneurs successfully competed against one another on Season 3 of HGTV's *Design Star*. The two were chosen out of over 10,000 applicants and survived design challenges involving the transformation of celebrity suites, lake homes and airport interiors. Combining their expertise as interior designers along with their talent as TV personalities, Tracee Dore stayed on the show as fifth place runner-up, while Trish Beaudet continued on to take third place.

"Working with Tracee and Trish was a phenomenal experience," says Jessa Mendoza, Production Manager for SheKnows TV. "The emotions were high with such a tight budget and turnaround, but we all shared many laughs and even a few tears. Though a friendly competition, in the end we all came together to create a personalized space for these families to enjoy with one another."

The *HomeStretch* series features the design stars with two families, the Kinkles and the Thornhills, as they take over each other's homes and compete to create the best media room renovation. As the families are limited by time and budget, viewers will be offered practical money saving ideas for furniture, electronics and home décor. The series also gives the audience the chance to win \$500 when they log on to the website and vote for their favorite room.

"SheKnows is proud to have the opportunity to give back to our community," says Kyle Cox, Vice President and General Manager of SheKnows. "We have some incredibly loyal visitors and it's great to be able to connect directly with the community - not only by offering our expert tips and resources, but by improving our visitors' quality of life as we were able to do by transforming these two families' personalized spaces."

*HomeStretch* Season 3 will launch on May 15, 2011 with five episodes highlighting the two families, both designers and before-and-after segments of each media room. The various episodes are approximately three to five minutes in length. Viewers of the

website can comment on each video and share the series with friends via facebook and twitter.

#### **About SheKnows.com:**

Getting to the heart of what it really means to be a woman, SheKnows ([www.sheknows.com](http://www.sheknows.com)) attracts more than 55 million unique visitors (Google Analytics, April 2011). With editors dedicated to providing daily content for women seeking advice, information and a fresh, fun take on life, the site is among the most authoritative and comprehensive sources for women ages 18 to 54. The SheKnows audience gains access to award-winning exclusive content on entertainment, parenting, health and wellness, money and career, dating, beauty and style and more, and are offered a stimulating, well-rounded online experience enhanced with a vibrant community, free games and activities, and captivating blogs.

As one of the fastest-growing destinations on the web, SheKnows is recognized among the top 3 properties for women. Recently honored with the 2010 OMMA Award for Web Excellence, SheKnows has been named the No. 1 site for Family, Parenting and Women's Interests. For advertisers, sponsorship opportunities and creative integration go well beyond the banner and make marketing messages an uninterrupted part of the user experience. The company is based in Los Angeles with offices in New York, Scottsdale and Chicago. SheKnows is part of AtomicOnline ([www.atomiconline.com](http://www.atomiconline.com)), Evolve Media Corp's publishing unit.

#### **About Trish Beaudet:**

Trish Beaudet has been an interior designer for over 10 years. In 2001, she pursued her passion for design and opened her own interior design business, Finishing Touches – Interiors by Design. Within a very short amount of time, Trish built a wonderful reputation with her clients and her business flourished in residential and commercial design. Trish has worked with her local television station on various design segments and developed the *Refined Design* series that showcased the renovation process of a 10,000 square foot home.

#### **About Tracee Dore:**

Tracee Dore's passion for design began as a teenager working hand in hand with her father in his highly respected construction company. While studying interior design at the University of Kentucky, Tracee was hired by one of her father's clients to design their custom home. That year (1993) at only 21 years old, she started Tracee Dore Interior Design. Tracee's internationally recognized design work has appeared in *Better Homes and Gardens*, *Kentucky Home and Gardens*, *Today's Woman Magazine*, *Sophisticated Living*, *Louisville Magazine* and many other publications.

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